The NAB has no right to infringe on my rights to listen to instant traffic and weather. I chose satellite radio to get away from all the advertisements and "1/2 hour updates on traffic" because it does me no good to be out on the road and only getting updates as a secondary blip between all the commercials. It certainly does me NO good when my commute averages between 40min and 2+ hours that it takes me to get to and from work because of traffic. Keeping informed on a continuous broadcast informs me that I might need to take an alternate route to my destination instead of waiting at a standstill on a freeway for half hour waiting to hear what the problem is. If I have continuous updates it gives me the freedom to take an alternate route and get to my destination in less time.